Hands On
The Newsletter of the American Massage Therapy Association
November/December 2003

AMTA Ends Fiscal Year In Fine Health

The final audited statements have been returned, confirming that AMTA had more revenue than expenses for the period of March 1, 2002 to February 28, 2003. This is the second straight fiscal year in which revenue has topped expenses.

"As Finance Committee chair, I am pleased to report that AMTA's revenue exceeded expenses for the year ended February 28, 2003," says Denise M. Logsdon (KY). "I'm especially pleased to note that AMTA membership continues to show growth.

"I'd like to thank all the volunteers and staff who worked hard to ensure that your association continues to run as efficiently as possible," she added.

For the breakdown of the revenue and expenses from fiscal year 2002-03, see the annual report on Page 7.

Watch for a report from the 2003 National Convention in the NEXT ISSUE of Hands On.

Consumer Use Of Massage Takes Significant Jump

Consumer usage of massage increased 3 percentage points in the last 12 months, compared to the previous year, according to AMTA's *2003 Massage Therapy Consumer Survey.* This represents the largest rise since 1998.

In the 2002 survey, 18 percent of respondents indicated that they had received one or more massages from a massage therapist in the past year. In this year's survey, 21 percent of respondents said they received a massage within the past 12 months.

"The results are absolutely wonderful," says AMTA President Brenda L. Griffith (VA). "Not only are we seeing with these surveys that every year the consumer use of massage increases, but that it is increasing by leaps and bounds."

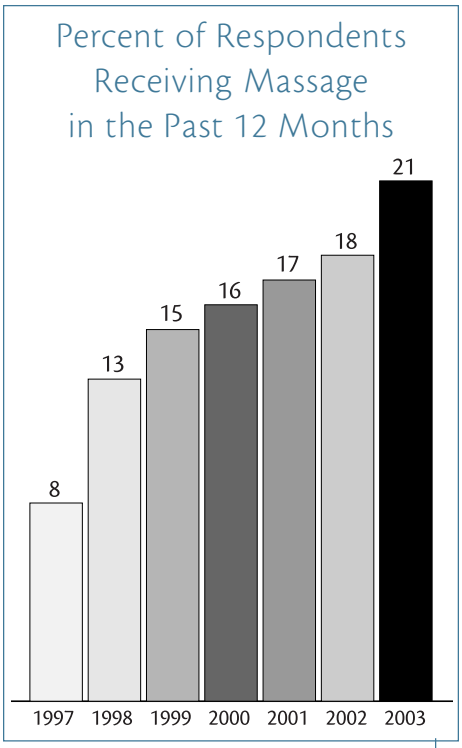
The survey was conducted in August 2003 among a sample of 1,015 adults (513 men and 502 women) ages 18 and older, living in private households in the continental United States.

Another striking result from the survey was that nearly half of respondents said they had sought a massage therapist for the relief of some type of pain. This indicates that consumers recognize the benefits of massage, and that it is not only used for relaxation, but for therapeutic relief.

"I encourage members to use the valuable information that the consumer surveys show to further their practices," says Griffith.

This is the seventh annual survey of American consumers commissioned by AMTA. Opinion Research Corporation International in Princeton, New Jersey, conducted its first survey of consumers on massage by telephone in June 1997. In that year, only 8 percent of respondents said they had received a massage from a massage therapist in the past 12 months.

More encouraging results from the 2003 survey can be found on the insert between Pages 4 and 5.



Since 1997, the number of survey participants receiving a massage in the past 12 months jumped 13 percentage points.

Anniversary Pins

Ten-year, 15-year and 20-year pins were sent out in mid-September to all AMTA members who are celebrating those anniversaries with us. If you are among this group and have not received your pin, please contact Charlotte Henning, AMTA Governance and Chapter Relations assistant, at 847-864-0123, ext. 168, or E-mail her at: *chenning@amtamassage.org.* We congratulate those who have been loyal members of the AMTA family.

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Hands On (ISSN 1073-9343), Vol. XIV, No. 6. *Hands On* is a bimonthly periodical of the American Massage Therapy Association® (AMTA®), 820 Davis St., Suite 100, Evanston, IL 60201-4464, 847-864-0123, Fax 847-864-1178. Annual AMTA membership dues include $12 for a one-year subscription. Mail at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 820 Davis St., Suite 100, Evanston, IL 60201-4464.

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Chapter Volunteer Orientation Program

AMTA held its first Chapter Volunteer Orientation Program (CVOP) in Evanston, Illinois, this past July. Forty-eight out of 51 active chapters were represented by at least one chapter volunteer; 69 volunteers attended.

It was wonderful to see such dedication from chapter volunteers from all over the country. I want to thank those of you who took time from your busy schedules to attend.

The orientation was an opportunity to learn about AMTA's bylaws, policies and procedures. We discussed problems and areas of concern, and hopefully provided or found solutions to those problems.

The chapter volunteers came eager to learn at AMTA's first-ever CVOP.

Three key themes were echoed throughout the orientation:

- **Remember the Member**—volunteers serve the entire membership of AMTA.
- **Volunteers are Accountable**—volunteers are responsible for upholding the social contract that exists with society, the laws of the land, and the organization's code of ethics, policies and bylaws.
- **Building Community**—volunteers are stewards of a community (members, volunteers and staff). That community is most productive when it is devoted to unifying themes.

These key themes certainly apply to chapter volunteers, but I believe very strongly that they apply to each of us as well. As AMTA members, we each represent AMTA (i.e., the entire membership in everything we do as a professional). As members, we are accountable to uphold the AMTA Code of Ethics and the AMTA Policies and Bylaws. And as members we build community with other massage therapists, our AMTA chapter, other health-care professionals and our clients. We build a community that embraces massage therapy and all its benefits.

In service,

Brenda L. Griffith

Brenda L. Griffith
AMTA President

AMTA Must Protect Its Trademarks

Over its 60-year history, AMTA has worked hard to develop its good name and reputation. To protect the AMTA name, and other names connected with the association, AMTA files trademarks, certification marks and service marks. Recently, AMTA asked a company called the Council Overseeing Medical & Massage Therapy Accreditation (COMMTA) to change its acronym because it is too similar to the acronym for the Commission on Massage Therapy Accreditation (COMTA), and because its name will confuse the public. COMTA is a certification mark of AMTA.

AMTA sought to resolve this issue through dialogue and communication. Unfortunately, in response COMMTA filed a lawsuit against AMTA. AMTA still hopes to resolve this matter without unnecessary expense and litigation, but expects COMMTA to honor AMTA's certification mark and not use the acronym COMMTA.

Clients Report Effectiveness Of Massage For Pain Relief

From May through July, AMTA members had an opportunity to survey clients about their perceptions of the effectiveness of massage for pain relief. AMTA received 1,993 completed questionnaires by the August 15 deadline.

Most of the clients reported that they had suffered for more than 12 months from the pain for which they were receiving the massage (49 percent) or for seven days or less (28 percent). Seventy-seven percent said they had previously used massage for pain relief.

Among those who had used massage and other therapies for pain relief, most indicated that massage gave them the greatest relief (63 percent), while 14 percent said medication had worked best, and 13 percent said chiropractic therapy had worked best for their pain relief.

Seventy-four percent thought their previous massages for pain relief resulted in temporary reduction of pain, and 14 percent said a previous massage eliminated the pain.

The clients also indicated that the massage greatly reduced the intensity of their pain. On a scale of 0 to 5 (0 being no pain and 5 being extreme pain), 25 percent rated their pain after massage as 0, 42 percent said 1 and 24 percent said 2.

For a similar question in AMTA's *2003 Massage Therapy Consumer Survey* (see Page 1), 58 percent of respondents had used medication for pain relief, and 47 percent used massage therapy at some time for pain relief. Ninety-one percent of consumers believe massage can be effective in reducing pain.

Also in the consumer survey, 33 percent said medication gave them the greatest relief from pain, while 14 percent reported massage therapy as the best pain reliever. Nine percent said chiropractic helped them most.

Even though the survey groups were different, each indicated a high regard for the efficacy of massage for pain. Both groups rated massage therapy as having a higher effectiveness than chiropractic or other complementary and alternative medicine (CAM) therapies.

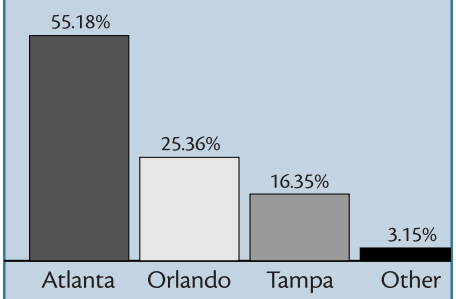
This snapshot of clients is another means to help measure how people view their personal experience with massage therapy.

Raindrop Therapy Covered Under AMTA Liability Insurance

If you practice Raindrop Therapy, AMTA has you covered. This modality is now included under your AMTA Professional Liability Insurance. If you have questions about your Professional and General Liability Insurance, call Member Services at 847-864-0123.

Atlanta Chosen As 2006 Convention Site

In the Members' Only section of the AMTA Web site, we asked members to choose between Atlanta, Tampa and Orlando for the 2006 National Convention site. Here are the results:



In selecting the best city for the convention, members indicated that their top criteria for the city chosen were, in order, the price of the hotel per night, attractions in and around the host city, transportation cost and proximity of the host city to their home.

Based on the feedback from members, the AMTA Board of Directors has selected Atlanta as the host city for the 2006 National Convention. Your vote truly made a difference, and the board thanks you for your input!

MERT Gets New Chair

George Schwind (FL), pictured below, is the newly appointed Massage Emergency Response Team® (MERT®) Policy Committee chair. He visited the AMTA National Office in Evanston, Illinois, in September to meet with staff.

George Schwind

Legislative Report

AMTA Discusses Issues With Key Groups

In August, AMTA took part in a meeting to explore areas of common interest surrounding regulatory and legislative issues in massage therapy.

It was the first time AMTA sat down to discuss points of view and explore possible areas of common ground with the Associated Bodywork and Massage Professionals® (ABMP), the American Organization for Bodywork Therapies of Asia™ (AOBTA), the Commission on Massage Therapy Accreditation℠ (COMTA℠) and the National Certification Board for Therapeutic Massage and Bodywork℠ (NCBTMB℠).

At the meeting, held in McLean, Virginia, and hosted by NCBTMB, each representative gave a brief overview of his or her organization's viewpoint on such topics as educational standards, accreditation of massage therapy education, certification and regulation, and how they fit together.

In attendance were (bottom, l–r) Sally Hacking, legislative consultant to NCBTMB; Christine Niero, NCBTMB executive director; Debra Howard, AOBTA president; (middle, l–r) Garnet Adair (AZ), NCBTMB chair; Jan Schwartz (AZ), COMTA chair; M.K. Knollmeyer (NC), AMTA Government Relations Committee chair; Lisa Marie Bader, AOBTA Minnesota Law and Legislative chair; Elizabeth Lucas, AMTA executive director; (back, l–r) Carole Ostendorf, COMTA executive director; Peggy Smith (KS), AMTA Council of Schools president; Bob Benson, ABMP president; and Les Sweeney, ABMP executive vice president.

Collectively, the group identified potential barriers to legislative success, such as what represents minimum competency for entry-level

continued on page 8

fingerprints

Honduran Midwives Taught Power Of Touch

Cynthia Swan (CO) traveled to the mountains of Honduras with Tere Daniel in January to teach day-long workshops on massage and the power of touch to 20 area midwives.

Cynthia Swan (back, second from right) organized a trip to Honduras to lead touch workshops with several area midwives.

The midwives, some of whom had walked more than two hours to attend the workshops, took part in hands-on demonstrations and eagerly shared in the cross-cultural exchange with openness and humor.

"We were so grateful for the welcome we were given, and were honored to meet and work with these incredible and dedicated women," says Swan.

Swan organized the trip in a cooperative educational effort with volunteers of the U.S. Peace Corps of Honduras, who provided in-country arrangements and translations between the therapists and the midwives.

The workshops were endorsed by the medical directors of local clinics and medical professionals.

Member Appointed To NCBTMB

Julia Young Hayes (AL), the massage program director at Capps College in Mobile, Alabama, and AMTA-Alabama Chapter 3rd vice president, has been appointed to the Continuing Education Panel of the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). She joins 11 others

nationwide to receive, accept, deny or defer any initial or renewal applications from continuing education providers. "I am quite honored to have been chosen to represent the South in continuing education," says Hayes. "I feel this NCB panel is quite important to challenge our profession in the future."

Julia Young Hayes

Therapist Coordinates Volunteer Effort For Ronald McDonald House

Lucy Gonzales-Romero (GA) had always known that she wanted to give back to the community, and the day after she graduated from massage school she began volunteering chair massage once a week at the Ronald McDonald House in Augusta, Georgia.

After her personal massage business began to grow, Gonzales-Romero knew she needed help in continuing to give massages at the Ronald McDonald House. She was fortunate to recruit several volunteers after contacting the Augusta School of Massage. "I feel so lucky to have such qualified, dedicated and loyal therapists," says Gonzales-Romero.

Volunteering has been a rewarding experience for (left to right) Donna Cieslak, Jackie Leavens, Lucy Gonzales-Romero and Lisa Kessler.

Volunteering at the Ronald McDonald House for the past couple years has helped Gonzales-Romero see life a bit differently. "We may think we have problems and stress in our lives, but when you meet somebody who has a baby born at 13 ounces and needs heart surgery, it puts life into perspective," she says.

For more information on how to coordinate your local Ronald McDonald House chair massage project, contact Gonzales-Romero at www.uneedmassage.com.

quick tips!

Protect Your Business Name

The terms trade name and trademark have specific legal meanings. Your trade name is the name of your business (other than your own name). Your trademark, if you have one, would be a combination of a logo and words that separately or together identify your business.

A good place to research a trade name you are thinking of is with the U.S. Patent and Trademark Office (USPTO) Web site [www.uspto.gov], where, at no cost, you can search a database of trademarks. In Canada, each province has its own registration authority. You can search a database of trademarks through the Canadian Intellectual Property Office [www.strategis.ic.gc.ca].

If you want the exclusive right to use the trade name, register it with your state government (provides in-state protection only) or the USPTO via the Web site above, or by calling 800-PTO-9199. While registering federally may be more time-consuming, it has far better benefits, and offers right to the name coast to coast.

Adapted from The Business of Massage *textbook.*
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Web Site Wins Award For Excellence

AMTA's Web site was presented with the Golden Web Award for 2003-2004 in recognition of its creativity, integrity and excellence on the Web. A panel from the International Association of Webmasters and Designers did the judging. Go to www.amtamassage.org to view the Golden Web Award seal.

Where Can I Find It?

Answers to most information requests that come into AMTA can be found on the Web site. Get information 24/7! Below are answers to some frequently asked questions (FAQs) we receive.

Q: Where can I find information on state licensing regulations?

A: The "Massage Therapy Practice Laws Info Guide" (see image above left) is posted in the consumer section of the Web site in the "About Massage Therapy" section. Click on "Massage Therapy Regulation" to go to a list of regulated states with a link to the "Practice Laws Info Guide" that has been compiled by AMTA. This is an AMTA exclusive, and is updated regularly as we receive information. Included are contact links and phone numbers of the state boards that regulate massage, along with requirements for licensing. If you are in the Members' Only section, you can also link to this guide from the "Legislation" section.

Q: There are so many pages on the Web site. How can I find what I am looking for?

A: To help members navigate the Web site, AMTA has created three aids: a search engine, a site map and the "Quick Find" drop-down menu. In addition, key links to main sections are featured on the navigation bar on the left-hand side of each page. For example, if you are looking for information on chapters in the Members' Only section, simply click on the "Chapters" link on the left-hand side of the page, and you will come to an index page with bookmarks to the different sections within the "Chapter Center." A similar set-up exists for the "School Center," "Marketing Tools," "Career Path," "Forms" and more.

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Circulation Report

Statement of Ownership, Management, and Circulation (Required by 39 U.S.C. 3685)

Date of filing: *September 10, 2003*

Title of publication: *Hands On® The Newsletter of the American Massage Therapy Association*

Publication No. 1073-9343

Frequency of issue: *bimonthly*

No. of issues published annually: *6*

Annual subscription price: *Subscription is part of dues.*

Complete mailing address of known office of publication: *American Massage Therapy Association, 820 Davis St., Suite 100, Evanston, IL 60201-4464.*

Complete mailing address of headquarters of general business of the publisher: *Same as above.*

Names and addresses of publisher and editor: *Publisher, American Massage Therapy Association; Editor, Michael Schwanz. Address same as above.*

Known bondholders, mortgages, and other security holders owning or holding one percent or more of total amount of bonds, mortgages, or other securities: *None.*

The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during the preceding 12 months.

Extent and Nature of Circulation:

	Average no. copies each issue during preceding 12 months	*No. copies of single issue published nearest to filing date*
Total No. of Copies	49,583	48,855
Paid Circulation	46,552	46,820
Total Paid Circulation	46,552	46,820
Free Distribution *by Mail*	3	5
Free Distribution *not by mail*	0	0
Total Free Distribution	3	5
Total Distribution	46,555	46,825
Copies Not Distributed	3,028	2,030
TOTAL	49,583	48,855
Percent Paid Circulation	99.9%	99.9%

I certify that the statements made above are correct and complete.

Michael Schwanz, AMTA Publications Editor

Hospitals Show Broad Use Of Massage

After seeing in past surveys that massage is used by hospitals more than other complementary and alternative medicine (CAM) therapies, the American Hospital Association (AHA) asked AMTA to collaborate on a new survey this summer of CAM use in hospitals.

AHA and its research arm, Health Forum, worked with AMTA to develop survey questions about massage usage. We thought this research would be very valuable for those members who want to work in a medical environment.

Of the 1,007 hospitals that responded to the survey, 269 reported using CAM therapies, and 220 reported using massage therapy. Most hospitals said they used massage for patient stress management (163), pain management (153) and staff stress management (152). A total of 121 hospitals offer pregnancy massage, while 129 use massage for cancer patients, though it is not clear how massage is used with those patients. Of the 220 hospitals using massage, 65 reported having massaged more than 500 people in 2002.

What criteria do hospitals use for recruiting or hiring massage therapists? The majority (129) reported using state licensure/regulation, 118 hospitals have an education standard and 95 use NCTMB. Others listed professional association membership (52), nursing or other health-care certification (27), local licensure/regulation (24) and physician recommendation (14). In states that regulate or license the profession, it appears that massage therapists may have a better opportunity to work in a hospital environment.

More than half that use massage therapy (118) said they contract with massage therapists, while 113 said massage therapists are employed by the hospital. Only 33 billed the patients' insurance for massage.

For more survey results of massage use in hospitals, see the "News Room" on AMTA's home page.

foundation bulletin

2003 Grant Recipients Announced

The AMTA Foundation is pleased to announce the following grants for 2003:

Research

Langdon S. Roberts (MA)—"Determining the Efficacy of Massage Techniques: The Effects of Patterns of Subjective and Objective Pressure Upon Muscular Tension Levels" (Muscular Therapy Institute, Brighton, MA): $20,000

Sheleigh Patricia Lawler—"Massage Therapy as a Nonpharmacological Treatment for Migraines and Chronic Tension Headaches" (Department of Psychology, University of Auckland, New Zealand): $19,999

Community Service

Peter Harvey—"Improving the Quality of Life for HIV+ People Through Massage" (Vermont CARES, Burlington, VT): $2,000

Marvin Gross—"Union Station Foundation Massage Therapy Program" (Union Station Foundation, Pasadena, CA): $4,823

Roberta Wentworth—"Expanding Mental Health Treatment Options to Include Massage Therapy" (Counseling Services, Inc., Saco, ME): $4,425

Charita Graham—"Body-Mind-Health" (Lester and Rosalie Anixter Center, Chicago): $3,493

Steve Sano—"Handicapped Children's Association's Pediatric Massage Therapy Program" (Handicapped Children's Association, Johnson City, NY): $4,540

Scholarship

Nina Elshiekh—Faculty, Medical Arts Massage School ($2,000)

Jennifer Johnston (MA)—Muscular Therapy Institute ($1,250)

Gudrun Scheffler—Connecticut Center for Massage Therapy ($1,250)

Catherine Croteau—Kiné-Concept Institute Ontario ($1,250)

Neely Tang (PA)—Pennsylvania School of Muscle Therapy ($1,250)

A special thank-you to the donors, who support our mission of advancing the knowledge and practice of massage therapy by supporting scientific research, education and community service. A list of all of our donors can be found on the Web site.

To learn about the AMTA Foundation's Granting Program, visit www.amtafoundation.org, or call Alison Pittas, research and programming associate, at 847-869-5019, ext. 167.

AMTA Foundation—Building a Brighter Future for Massage Therapy

AMTA Annual Report For Fiscal Year 2002-2003

Excerpted information from AMTA's audited financial statements for the period March 1, 2002 to February 28, 2003.

Revenue

Membership Dues	$8,951,048
Sales of Literature & Others	$837,198
Meetings & Education	$464,002
Investment Income	-$50,797
Miscellaneous	$242,493
TOTAL	**$10,443,944**

Expenses

Meetings & Education	$600,420
Communications	$1,533,622
Chapter Relations	$360,712
State Chapter Assistance	$1,367,080
Membership	$3,147,900
Marketing	$270,264
Grants	$282,540
Administrative & Governance	$2,223,600
TOTAL	**$9,786,138**

Calendar

2004

January 20-24
AMTA COS Annual Meeting
New Orleans, Louisiana
Contact: 847-864-0123, ext. 143

March 5-7
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

June 10-13
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

August 12-15
AMTA COS Teachers Conference
Denver, Colorado
Contact: 847-864-0123, ext. 143

October 3-5
AMTA Board of Directors Meeting
Nashville, Tennessee
Contact: 847-864-0123, ext. 157

October 6-10
AMTA 2004 National Convention
Nashville, Tennessee
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

Education Events

AMTA School Members To Convene In January

The AMTA Council of Schools will hold its 2004 Leadership Conference and Annual Meeting in New Orleans from January 20–24. Registration is currently being accepted.

The event's keynote speaker is Cea Cohen Elliot. Special guests include Robert King (IL) of the Chicago School of Massage Therapy and George Kousaleos (FL) of the CORE Institute in Tallahassee. The presenters include Trish Dryden (Massage Therapy Program, School of Applied Arts, Centennial College), Jeffrey Forman (CA) (De Anza College) and Rosi Gowdey.

For more information and/or to register, call 847-864-0123, ext. 143.

This year's COS Leadership Conference promises to be an educational experience in "The Big Easy" (participants shown above at 2003 Teachers Conference in Baltimore, Maryland).

Dear AMTA Member:

As the holiday season approaches, our thoughts turn gratefully to those who have made our progress possible. We would like you to know how much we appreciate and value having you as a member.

Thank you, and best wishes for a happy holiday season.

Your friends at AMTA

Legislative

continued from page 4

into the field. The group also identified areas of common ground—that there is a need for minimum standards, although there is not agreement on what those standards are, and that reciprocity between states for the state credentialed therapist is needed.

Each organization agreed to continue the dialogue that was opened at this meeting. Although it will take time for the group to reach consensus in several areas, common ground was found, and a commitment to continue to work together was made.

Upcoming Deadlines

Jan. 2, 2004 — *March/April 2004 Issue*
March 1, 2004 — *May/June 2004 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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820 Davis Street, Suite 100 - Evanston, Illinois 60201-4464

Printed on recycled paper
Contains 10% post consumer waste

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00495 *47M1003*